SCHOLASTIC

SLIDE SHOP™

by

George Brackett

GUIDE TO EFFECTIVE PRESENTATIONS

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Scholastic Inc. New York Toronto London Auckland Sydney
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ISBN: 0-590-86185-9

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SLIDE SHOP GUIDE TO EFFECTIVE PRESENTATIONS

A teacher delivers a lesson to a junior high school social studies class, a group of students describes the results of a biology project to the judges at a science fair, a principal presents proposed curriculum changes to a school board committee, and a computer coordinator explains a high school's instructional computing program to a parent organization. Although the contexts differ, each of these events is a presentation—a communications situation in which one or more individuals present information to an audience. In each case, the goal is the same—to communicate that information in an interesting and convincing manner.

This guide suggests ways that *Slide Shop* can help you create convincing and exciting presentations. Most of the suggestions in the guide are intended for teachers and administrators who present information to students, school boards, parent organizations, and community groups. However, some of the suggestions will also be helpful to students as they prepare presentations to support oral reports and other academic activities. For more information about ways that students can use *Slide Shop,* see the Teacher's Guide section of the User's Handbook.

Planning a Presentation

As anyone who has ever developed a lesson plan will recognize, the first step in developing an effective presentation is planning. You must determine who your audience is, what information you are trying to convey, and how you can organize that information to communicate your message clearly. Then, once you have a plan, you can use *Slide Shop* to develop an audiovisual display that will help you capture the audience's attention and get your points across.

NOTE: This guide describes ways that you can use Slide Shop *to create powerful presentation aids. But* Slide Shop *has many other applications, too. For example, you can use the program to generate informational displays that will run continuously in school lobbies or other high-traffic areas, or to create "slidemail" and animated stories that students can send to their counterparts in other schools. In fact, as you will discover,* Slide Shop *is actually a very versatile multimedia production center on a disk. For more information, see the Teacher's Guide section of the User's Handbook or the section titled Tips, Tricks, and Techniques at the end of this guide.*

Making Points With *Slide Shop*

Major corporations spend millions of dollars each year developing slide shows and other audiovisual displays to enhance business presentations. As these companies recognize, visual and graphic materials can help presenters communicate complex information clearly. Just as important, audiovisual materials can add excitement to presentations that all too often seem dry and uninspiring.

Slide Shop is a tool for creating audiovisual displays on your computer. With *Slide Shop*, though, you don't need to spend a great deal of money or time to develop professional-looking materials. *Slide Shop*'s graphic and sound functions allow you to create slides quickly. The program's scripting and special effects features make it easy to organize your slides into effective and powerful presentations.

There are many ways to display your *Slide Shop* presentations. If the traditional computer monitor does not fill your needs, you can record and display your slides on videotape. You can also print copies of your slides for use as handouts or transfers to overhead transparencies. Or, if you prefer, you can set the slide show to run repeatedly as a continuous display.

NOTE: If you are using the MS-DOS version of Slide Shop*, recording your show on videotape may require a special card and additional cables. See the User's Handbook for details. To transfer your printed slides to overhead transparencies, you will need to use a photocopier or thermal transfer machine that accepts transparency film. Many schools and most commercial copy centers have this equipment.*

Planning Your Presentation

Before you begin designing your slide show, you should develop an overall plan for your presentation. Start by asking yourself some basic questions:

What Are My Objectives?

Why are you making this presentation? What do you want to accomplish? Be specific, and begin each objective with "to." Here are some examples:

- To inform parents about Clark High School's college placement program
- To explain the items added to next year's proposed school budget
- To convince students of the dangers of drug and alcohol abuse
- To teach the political and economic factors that led to the French Revolution
- To persuade the school board to build a new gym for Hawthorne High School

What Is the Purpose of My Presentation?

You should also consider the purpose of the presentation. Is your purpose primarily instructional, persuasive, or motivational? Or are you trying to teach, persuade, *and* motivate?

Once you have determined your objectives, think about what it will take to accomplish your goals. What information must you convey to meet your instructional (cognitive) objectives? What assumptions and misconceptions must you address to meet your persuasive objectives? What attitudes and behaviors must you inspire or reinforce to meet your motivational (affective) objectives?

What Are the Key Points That I Must Make?

Take a few minutes to list the information that you want to convey in your presentation. Then review the list, and select the major points that you must make to get your message across.

NOTE: If possible, type your list on the computer, and save it on disk. Then use the list as a starting point for the presentation outline described later in this guide.

How Do I Want My Presentation to Look?

Think about ways that graphics could help convey these key points. If the points include statistical information, a table or chart could help. If a point involves a series of steps, a bulleted or numbered list might be effective.

Who Is My Audience?

Who will make up your audience? How much do they already know about the topic? How much do they care?

If the audience has no knowledge of the topic, start with the basics and try to use language that is non-technical. If the audience is well grounded in the topic, skip information that may seem remedial and move directly to your main points. Above all, try to match the content, tone, and pace of your presentation with the experience and interest level of your audience.

What Is the Tone and Structure of My Presentation?

Will the presentation follow a straight lecture-like format, or will you encourage discussion and audience participation? Generally, audiences that participate in a presentation are more likely to remain attentive and involved.

Where will you set aside time for questions and answers? If you can anticipate questions that will come up, you may want to create additional slides that will help convey the answers.

What Is the Setting of My Presentation?

Where will you be delivering your presentation? In a classroom or small meeting room? An auditorium? A large lecture hall? If the setting is a large room, you may need sound amplification equipment. You may also need a video projection system or multiple large-screen monitors.

Think about the seating arrangement. If you are planning a lecture-like presentation, the conventional "straight rows of chairs facing the podium" may suffice. However, if you want to encourage audience participation, consider arranging the seats in a semi-circle or horseshoe shape. Regardless of the setup, make sure that every member of the audience can hear and see you.

Temperature, lighting, noise level, and other physical factors can also influence not only your audience's ability to pay attention, but their willingness to participate as well. Make sure that the room is comfortable, clean, and quiet. And make sure that the lighting is adequate (and preferably under your control).

Why Do I Need Audiovisual Support?

Even though *Slide Shop* makes it easy to create slide shows, you should make sure that your presentation requires this sort of audiovisual support before taking the time to plan and prepare a show. For some types of lessons and presentations, a slide show can be overkill.

Preparing a Presentation Outline

Once you have answered the questions in the Planning Your Presentation section, you are ready to prepare an outline for your presentation. If possible, write your outline with a word processor or an "outline processor" such as *Scholastic's First Draft*. These computer tools allow you to rearrange ideas and information quickly. Here is a section from a sample presentation outline prepared with *First Draft*:

```
Presentation for Parents' Night
I. What to Cover?
   A. Status of Students
      1. Individually with each Parent
      2. As a class
      3. In relation to the Nation
   B. Student Activities
      1. Schoolwide projects
      2. Sports events
      3. Theatrical events
      4. Clubs
   C. Parent Involvement
      1. At home
      2. Attending school functions
   D. Facilities
      1. New gym
      2. Enhanced reading lab
```

To begin your outline, review the key points that you listed in the Planning Your Presentation section. Then build an outline that organizes these points in a logical structure.

Most conventional presentations follow this simple structure:

- You begin by telling the members of your audience what information you expect them to learn from the presentation.
- You present that information, asking questions along the way to make sure the audience understands.
- You review the information that you have presented and remind the members of the audience what they have learned.

If you are outlining a persuasive or motivational presentation, you might want to choose a different, more dramatic structure. In a persuasive presentation, for example, you may need to begin by raising and resolving any misconceptions that will prevent the audience from seeing things your way. You might also want to save some of your more dramatic points or visuals for the later stages of your presentation, where you may need the extra help to get your message across.

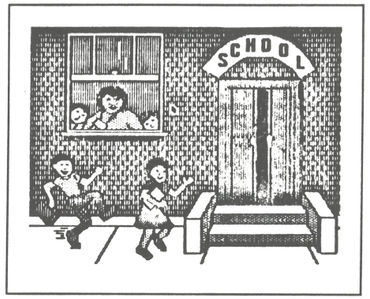
Preparing a Storyboard

Review the outline that you prepared in the previous section. In the margins, note which points from your outline could be made through, or enhanced by, a slide display. Usually, you will want to have at least one slide for each major heading or key point that appears in your outline.

NOTE: If you are designing a slide show that will run as a stand-alone display, you will need a slide for each point in your outline. On the other hand, if you are designing a slide show that will accompany a speaker, you may want to prepare slides only for the major points or those points that will benefit from a graphic display. As long as the speaker has the necessary information, he or she can fill in the details.

Once you have identified the slides you will need, you are ready to design a storyboard for your slide show. A storyboard consists of a series of frames, each of which describes the text and graphics for one slide. In a *Slide Shop* storyboard, you should also indicate the sound, if any, that will be attached to the slide and the file name that you will use when you save the slide to disk. A sample storyboard form appears at the end of this guide. Make copies of this form and use it to plan your presentations.

Frame # _____
File Name: _____



Sound: _____
Special Effect: _____
Notes: _____
_____
_____
_____
_____

The sample storyboard includes a "special effect" line for each frame. Use this line to indicate the special effect transition that you will use between this slide and the next. If you are familiar with *Slide Shop*'s special effects, you can fill in this line as you plan your presentation. If you are not familiar with those effects, you may want to leave this line empty until you create the script for your presentation.

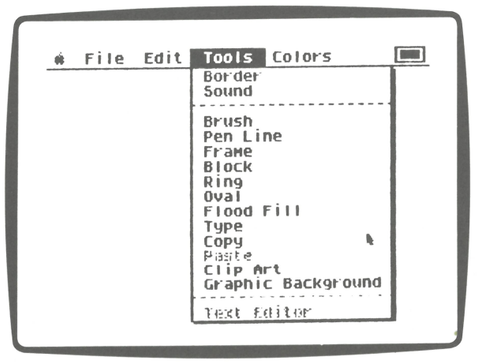
If you prefer, you can cut the storyboard form into individual frames or each frame on its own index card, so it is easy to shuffle or reorganize the frames.

As you construct the storyboard, you may become aware of gaps or inconsistencies in your outline. Take the time to make any revisions and additions now, before you begin creating your slides.

Before you begin working on your slides, you may also want to show your outline and storyboard to someone who is willing to review the materials and offer some feedback. Does the presentation "hang together?" Is there anything missing? Do some points need further elaboration? Is there any redundancy that could be eliminated?

Creating Your Slides

With your storyboard in hand, you are ready to begin creating the slides for your presentation. Bring your storyboard with you to the computer, and load the *Slide Shop* program. Browse through *Slide Shop*'s pull-down menus, and experiment with the program's many features. As you will discover, *Slide Shop*'s menus and prompts make it very easy to use.



With *Slide Shop*, you can build your slides from a wide variety of clip art, fonts, borders, graphic scenes, sounds and music, and special effects. You can also import clip art from *Print Shop*™ and full-screen graphics from other drawing programs.

In fact, with all of these features, your main challenge will be discovering how to combine *Slide Shop*'s many options to create attractive, effective slides.

Here are some design tips:

Keep it Simple

Don't crowd too much information on your slides. Refine your ideas so you can convey them clearly using a few key words and phrases. Then add clip art and graphics that help reinforce, rather than distract from, the message that each slide is designed to communicate.

Try to limit slides to no more than six lines of text. If your slide show will be set on "auto advance" as a self-running display, make sure that viewers will have enough time to absorb the information on each slide before it is replaced with the next slide in the show.

Keep it Clean and Legible

Keep your lines of text short. For slides that are mostly text, choose fonts that are bold and plain. Fancy fonts can be difficult to read on a relatively crowded screen.

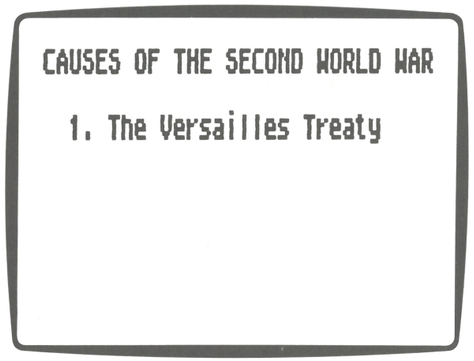
For maximum legibility, use white text on a black background or black text on a white background.

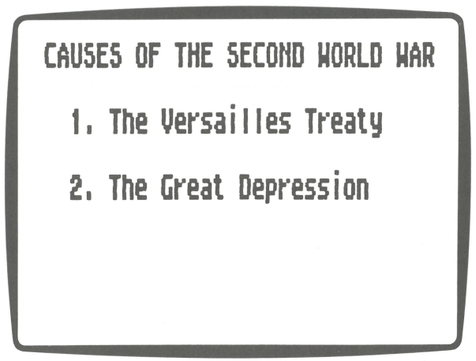
As a rule, use horizontal lettering. Text placed vertically on the screen is difficult to read. Use vertical text sparingly for visual effect.

Keep it Consistent

Like a symphony, a slide presentation should have a theme or motif that helps to tie the individual elements together. The show should also follow a logical structure, so that all of the slides work together to communicate your message. Here are some suggestions for achieving that consistency and continuity:

- Make the first slide a title screen that introduces the presentation. This slide should include some or all of the following: presentation title, the name of the person or company making the presentation, the name of the group that will form the audience for the presentation, and the location where the presentation will be delivered.
- In an instructional presentation, follow the title screen with a slide that lists the instructional objectives for the presentation. You may also want to use this slide as a "summary slide" (see below).
- Create a summary slide that lists the major points that you will cover in your presentation. This slide can appear in several different places, with the current point under discussion being added to the list (see below), or highlighted within a colored box or frame. At the end of the presentation, display the summary slide again to remind the audience of the points that you have made.
- Build on the ideas that you are presenting by adding them to a summary screen one at a time. Begin by creating a slide that contains the first idea or point that you want to present. Save that slide as SUMMARY.1, or use some other name that identifies this as the first slide in the series. Then, with the first slide still displayed on the screen, add the next point underneath the first point. Save this revised screen as SUMMARY.2. Repeat this procedure until you have created and saved separate slides for each of the points that you are adding. In your presentation, display these slides in succession, using a wipe transition between each one.





- To create visual continuity, use the same border and border color for all of your slides. In fact, you may want to create a "master slide" that includes a border and an identifying logo that you have drawn or created from clip art. Save this screen as your master slide, and load it to use as the background or "template" for each of the slides that you create.
- Whenever possible, keep text placement consistent. If you place your text in the center of one screen, don't place it at the top of the following screen.
- As a rule, select one or two fonts, and stay with them throughout the slide show. Mixing too many fonts can be distracting.
- Be consistent in the way that you emphasize text on your slides. If you use a large font to highlight the major heading on your first slide, use the same font and type size to highlight headings of equal importance on subsequent slides. The same principle is true for other highlighting techniques you might use (making major headings a certain color, surrounding major headings with a frame, etc.).

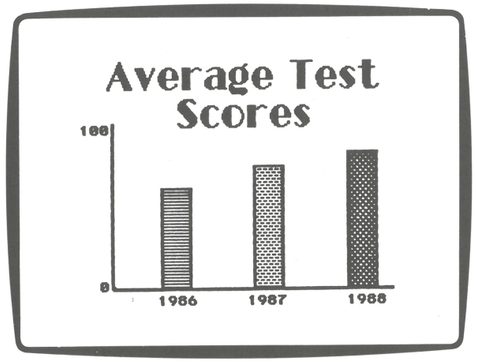
Keep and Focus Audience Attention

As you already know, you should keep your screens simple. However, that doesn't mean that your slides have to be boring. Try the following techniques to attract the attention of your audience and add some excitement to your slides:

- Add sound clips and music to attract attention to the screen. For example, if you have created a series of slides in which a list is revealed one item at a time (see above), add a simple sound effect to each screen. (The Point Series in the *Slide Shop* Sound Effects folder is ideal for revealing a series of information.) The sound will draw attention to the screen as each new item appears.
- Experiment with different color combinations. Use color to draw attention to key ideas and to divide areas of the screen.

NOTE: In the Apple version of Slide Shop*, avoid combining incompatible colors. For more information on* Slide Shop*'s Color Palette, see the Reference Guide section of the User's Handbook.*

- Design colorful charts to convey statistical information. *Slide Shop* includes clip art and templates designed to help you build graphs and charts. Start with these ready-made materials, and use *Slide Shop*'s drawing tools to customize them for your presentation. Use different colors for each bar in a bar graph, each line in a line graph, and each slice in a pie chart.



- Speaking of statistics, you may want to present statistical information in two forms: written on the screen in table form or drawn as a graph. You may also want to print both of these screens and use them as handouts.
- Use the Pen Line and Frame tools to create flow charts showing the lines of command in an organization or the sequential steps in a process.
- Don't be afraid to use humor. Try to anticipate where your presentation could use a lift or change of pace, and consider using humor to provide it. For example, *Slide Shop*'s drawing tools, particularly the Ring and Pen Line tools, make it easy to create stick figures or other cartoon-like characters. You can also use the drawing tools to modify clip art for humorous effect. In addition, *Slide Shop*'s music and sound effects can often help add an element of fun to your slides.

Think about ways that humor could help your presentation, but don't overdo it. Make sure that any humor that you use truly does add to, rather than distract from, your presentation.

- Use *Slide Shop*'s special effects to dazzle the audience and animate the screen. Just make sure that, as with humor, the special effects don't get in the way of the message that you are trying to communicate. For more information, see the Tips, Tricks, and Techniques section of this guide and the Reference Guide section of the User's Handbook.

Putting It All Together: Creating a Script for Your Presentation

You have used *Slide Shop*'s clip art, fonts, backgrounds, and drawing features to create and save a collection of clean, consistent, and effective slides. Now you are ready for the final step in developing a *Slide Shop* slide show—creating a script that ties the slides together as a finished presentation.

Your script tells the program two things:

- The order in which the slides will be displayed
- The special effects transitions that will appear between the slides

Here are some suggestions for building effective scripts:

- As you select slides and special effects, use your presentation outline and storyboard as a reference.
- Experiment with *Slide Shop*'s many special effects until you find a combination that works for your presentation. The default transition (the special effect that the program will use if you don't select another option) is a straight cut in which the first image simply replaces the next image on the screen.
- Select your special effects carefully. On the one hand, *Slide Shop*'s large inventory of special effects is one of the program's main assets, and you should feel free to explore the entire collection. On the other hand, you should choose transitions that help build continuity in your presentation. Just make sure that the special effects in your show help enhance the message you are trying to convey, rather than to distract from it.
- Use the Preview Script option to preview your slide show as you build it. To make changes or additions, use the Remove Slide and Insert Slide options. You can also change the effect listed for any frame by simply highlighting or clicking on the effect and selecting a new one.
- When you create and save your slides, you should use file names that remind you of the content of the slide. If you aren't sure what is on a slide, insert that slide into a frame. Then select the Preview Script option from the EDIT MENU. When the preview options appear, tell the program that you want to start the preview at "Another Slide," and select the name of the slide that you want to examine from the catalog that will appear.
- Select the Print Script option from the FILE MENU to print drafts of your scripts. The printouts will list the name of the script and the name of the slide and special effect that you have selected for each frame. Use the printouts to edit and "think through" your script away from the computer.
- If your slide show will be set to run automatically as a self-running display, be sure to set the Auto Pause duration properly. This option indicates how long each slide will remain on the screen. Generally, a setting of one to five seconds works best. If you need extra display time for specific slides in your presentation, add longer sound clips to those slides.
- When you have completed your script, select the Preview Script option. Then set the preview options and run through the entire show. Does the show match your presentation outline and storyboard? Does the run through indicate that changes are necessary? Once you are satisfied with the script, save the script on the Show disk that contains your slides.

- Before you save your script on the Show disk, make sure that the display options in the Preview Script box are set correctly. These are the default settings that will be in effect when you run your slide show. To check the settings before you save your script, choose the Preview Script option from the EDIT MENU. Check the settings in the options box that will appear, and make any changes that are necessary. Then choose the Save Script option from the FILE MENU and save the script.

NOTE: When you display your slide show, you can change the display options at any time by pressing Esc. However, this will only change the settings temporarily. To change the default display options that are stored on the Show disk, you must load the Slide Shop *program disk, load the script, change the settings on the Preview screen, and save the changed script back to the Show disk.*

- Make at least one backup copy of your completed Show disk. Label both copies, and store them in separate locations. Backups are especially important if you will be setting the show to recycle continuously, since the disk will eventually "wear out" from repeated contact with the drive heads.

On With the Show: Delivering Your Finished Presentation

First you planned your presentation. Then you designed and saved the slides for the presentation. Finally, you created and saved a script that ties the slides together as a slide show. Only one step remains—presenting your finished show to an actual audience.

Getting Ready

If you are making your presentation at an outside facility and you will require a computer or VCR to display your slide show, be sure to arrange for this equipment as far in advance as possible. Call a day or two before the presentation to confirm the arrangements. Most schools, colleges, hotels, and conference facilities should be able to supply a VCR or computer and a large screen monitor or video projection system. If the facility cannot supply the equipment you need, ask for the name of a nearby rental company that can.

Try to rehearse the presentation under circumstances that are as close to the actual presenting conditions as possible. When it's time for the Show, be sure to bring a clearly labeled copy of the Show disk that contains both your slides and the finished script. You should also bring a backup copy of your Show disk, just in case the master copy fails.

Here are some other items that you may want to bring to the presentation:

- A printout of the finished script. Keep the printout handy during the presentation, and use it to remind you of what is coming next in your slide show.
- A copy of your storyboard, or copies of the slides printed in small size. Notes written next to each frame can help remind you of what points need special emphasis during the presentation.

- Printouts of selected slides to use as handouts. In particular, you may want to print, photocopy, and distribute slides that convey facts and figures, so members of the audience don't have to scramble to take notes. If you print the slides in small size, there is room next to each slide for audience members to note any questions and comments.

For certain audiences, you may want to make and distribute copies of your entire slide Show disk, or perhaps a more limited version of the show that includes only selected highlight slides and a modified script. Because *Slide Shop* Show disks are self-booting, audience members will not need the program disk to view the show at a later time. However, they will need access to the appropriate computer.

Showtime!

Plan to arrive early for your presentation, and take some time to examine the room and equipment. Is the seating arranged in the configuration that you prefer? If you have made arrangements for equipment, check to make sure that it is set up and working properly. If you will be using multiple monitors, make sure that they are properly connected. If you will be using a video projection system, make sure that you have the appropriate connecting cables and that the projection beam is focused correctly.

You should also make sure that there is enough, but not too much, light in the room. In particular, avoid situations in which you and the viewing screen are positioned in front of a sunny window or some other bright light source, since this will make it difficult for the audience to see you and the screen.

If you are displaying the slide show on a computer, load your Show disk before the audience arrives. When the program pauses at the opening screen, follow the instructions on the screen to review the display options. Because your show is designed to accompany a presentation rather than to operate as a stand-alone display, it should be set to Manual Advance.

Under this setting, the program will wait for you to press a key or to click the mouse or joystick button (Apple version only) before proceeding to the next slide. This leaves you in control of the pace of the show.

As the audience is arriving, some presenters prefer to have the show paused at a title screen or a blank screen (a black or colored screen that contains no text or graphics). Then, once the audience is settled in and ready to begin, the presenter advances the show to the first slide that contains content.

NOTE: If you want to use this technique, be sure to include a blank screen or title screen as the first frame in your slide show. You can also use a screen that says "Welcome" followed by the name of the group.

You may also want to consider setting up a second, auto-advance slide show near the entrance to the meeting room. Use this slide show to welcome the audience and to set up a context for the presentation. If you know the members of the audience, you may also want to include some of them (represented by clip art or stick figures) as part of the show.

As you deliver the presentation, ask questions to make sure that your message is getting across. If the audience's response indicates that a point requires some additional explanation, press the J key to jump back to the slide for that point. Once you press the J key, a list of the slides in the script will appear on the screen. Simply select the appropriate slide from that list.

If your presentation includes information that is particularly complex, you may want to create several slides that provide additional help on key points. Usually, these slides are most helpful if they display the information in two or more different formats (charts, graphs, bulleted lists, etc.). Place the help slides at the end of your script, and jump to them if the audience requires further explanation. Because the slides are stored at the end of the script, you don't have to display them if you don't need them. You can also use these help slides to display answers to questions that may or may not come up during the presentation.

During a presentation, you can use the Left Arrow key to back up through your slides. To advance to the next slide, press the Right Arrow key or Space Bar.

If you are using Apple equipment and you have a pointing device (mouse or joystick) connected to your computer, you can use it as a remote control that advances the show to the next slide. You can also press P (for pointer) and an arrow will appear on the screen. Once the arrow appears, use your mouse or joystick to move it around the screen to point out key information. To make the arrow disappear, press P again.

NOTE: The pointer is available only when you have a mouse or joystick connected to your computer, and only when the show is set to Manual Advance.

If you use printed and photocopied slides as handouts, you have two options: you can distribute the copies before or during the presentation, or you can wait until the end. Some presenters prefer to wait until the show is over, particularly if the presentation contains some surprises that the handouts would give away. If you choose this option, let the members of the audience know that the handouts will be available after the show, so they don't waste time copying down information that they will receive in printed form. Another option is to distribute copies of the handouts before the presentation with the surprise screens left blank or filled with question marks.

As you will discover, there are several added advantages to using a slide show as part of your presentation. First, because you have put considerable care into planning and crafting your slides, the organization and quality of the entire presentation should improve. Second, with the slide show providing a structure for your presentation, there should be little risk of your losing your place or forgetting to make a key point. When in doubt, refer back to the slides in your show or to the storyboard or printed script that you have brought along as support materials. Finally, if the presentation will be repeated on several different occasions or delivered by several different presenters, the slide show can help ensure that the message remains consistent for each audience.

Tips, Tricks, and Techniques

Slide Shop is designed to encourage creative expression. For those who prefer to create their own art, *Slide Shop* supplies a complete set of drawing tools. For those who would rather work with ready-made materials, the program provides a collection of clip art, borders, and backgrounds. If you fall somewhere in between, you can use *Slide Shop*'s drawing tools and fonts to modify the ready-made clip art, borders, and backgrounds.

Slide Shop is also designed to encourage experimentation. Because the program is so simple to use, it's easy to try out a wide range of designs to find the one or two that work best. It is also easy to mix and match design features, sound clips, and special effects to create combinations that will both capture attention and communicate clearly. In addition, by using the editing and previewing options in the Script function, you can experiment with different arrangements of your slides.

In fact, the best way to discover what *Slide Shop* can do—and what you can do with it—is to jump in and experiment. To get you started, this section suggests various tricks and techniques that will help you make the most of *Slide Shop*'s capabilities.

Create and Send Slidemail

Although this guide has emphasized how *Slide Shop* can create presentation aids, be sure to consider the program's other applications. For example, because *Slide Shop* Show disks are self-booting, you can send Show disks to teachers, students, and others located outside your school building. When this "slidemail" arrives, the recipients simply load it into the appropriate computer and watch the show.

NOTE: When you create a show for this purpose, you will usually want to save the script with the Preview options set to Auto Advance, so the show moves automatically from one screen to the next once it is loaded. You should also save only one script on the Show disk. If there is more than one script on the Show disk, the program pauses at a menu screen where the viewer must choose from the list of scripts that are available.

Create Repeating, Self-running Informational Displays

Slide Shop also allows you to create informational displays that can run continuously in lobby areas, school library windows, or other high-traffic areas. You can set up a computer in these locations and run the shows from disk (be sure to set the display options to Auto Run and Recycle), or you can videotape the shows and run them on a VCR connected to a monitor. If you choose the second option, set the show to recycle when you are recording it on the VCR, and fill the entire tape with repeating copies of the show. Then set the VCR to rewind and repeat the tape when it reaches the end. For more information about videotaping shows, see the *Slide Shop* User's Handbook.

Create Titles for Videotapes

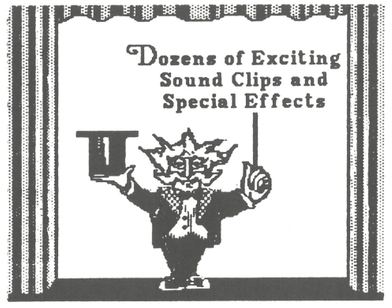
Slide Shop is a terriffic tool for creating title sequences for videotapes. In fact, the Backgrounds disk includes graphics and templates designed specifically for this purpose. For more information, see the Reference Guide section of the User's Handbook.

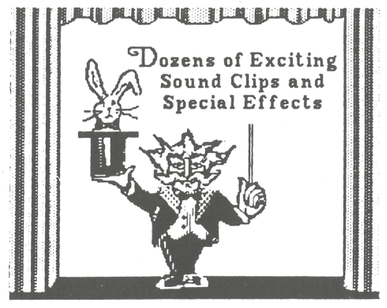
Create Your Own Templates

Create a group of general purpose slides that you can reuse in different presentations. For example, as suggested earlier in this guide, you may want to create a master slide containing the school mascot that you can use as a template for creating other slides. If you tend to use charts or graphs for which only the data changes from presentation to presentation, create the chart or slide as an empty template. Then add the data for each presentation. You may also want to collect a series of humorous slides, slides that pose problems, or challenges designed to help an audience "loosen up."

Animate Your Slides

Using the special effect called Flicker, you can animate your slides. This technique requires two slides. Make your first slide and save it. Then build the second slide by adding graphics or text to the first slide, and save the second slide under a different name. When you create your script, use a Flicker effect for the transition from the first slide to the second slide. When you run your show, the image or text that you added to the second slide will appear animated on the screen. This technique was used to make the rabbit pop out of the magician's hat in the Demo Slide Show.





You can also create an animation effect by repositioning a piece of clip art on the screen in successive slides using the Cut and Paste tools. The flicker effect will then give the appearance that the graphic is moving across the screen.

Wipe Text or Graphics Onto the Screen

If you have a screen that is mostly text, use one of the Wipe effects as the transition into this slide. Wipe Right usually works best, since the eye moves from left to right when reading. This technique is particularly effective when you are displaying a series of summary slides.

A Wipe effect can also make graphics appear (or disappear) as if by magic. For example, you could use this technique to create a bar graph in which each new bar "grows" up from the x-axis. First, build and save a slide that contains only the blank x- and y-axes (you can use the Graph template supplied with *Slide Shop*, or you can draw your own), the title of the graph, and the scales marked on each axis. Next, select an ink color and use the Block tool to draw the first bar on the graph, and save this as a second slide with a different file name. Then use a different color block to add the next bar, and save this as a third slide using still another file name. Continue this process until you have added all of the bars required for the chart, saving a separate screen for each new bar.

When you write your script, present the slides in the order that they were created, using the Wipe Up effect as the transition between the slides. Then preview your slides, and watch as each new bar seems to "grow" onto the screen.

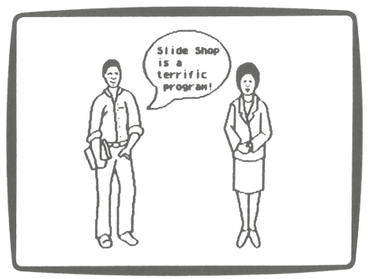
Dissolve Images for a Magical Effect

The Dissolve effect provides another way to make text and graphics magically appear or disappear. For example, create and save a Graphic slide. Then add the ghost clip art to the slide, and save it using a different file name. When you create your script, use the dissolve effect as the transition between the two slides. Then preview the script, and watch as the ghost appears as if from thin air.

Create Cartoon Dialogues Between Characters

With a little planning and some simple design work, you can have characters talk to each other on *Slide Shop* screens. To do this, use clip art or the drawing tools to place two characters on the screen. Save this as your master slide for this activity. Then place the dialogue bubble clip art above one of the characters, and use the Type tool to type the opening line of the dialogue in this bubble. Save this slide under a second name.

Now load the master slide that you created in the first step. This time, place a dialogue bubble above the second character, and type this character's response to the first character's remarks in the bubble. Then save this slide under a third name.



To create an extended dialogue, you can repeat this process to build a string of slides. For some fancy touches, add additional characters in the subsequent slides, and move the characters around on the screen to create an animated effect between the slides. For comic effect, you might want to add amusing sound effects, or even a small character in one corner of the screen who comments on the dialogue as it unfolds. When you create your script, display the dialogue slides in the order that you created them (you will probably want to omit the master slide), and use a Cut Wipe or Dissolve effect as the transition between the slides.

SLIDE SHOP PRESENTATION PLANNING GUIDE

TITLE OF PRESENTATION_____

1. What are my objectives?

_____

_____

_____

2. What are the key points that I must make?

_____

_____

_____

3. Who is my audience?

_____

_____

_____

4. What is the tone and structure of my presentation?

_____

_____

_____

5. What is the setting of my presentation?

_____

_____

_____

6. Why do I need audiovisual support?

_____

_____

_____

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SLIDE SHOP STORYBOARD

Producer's Name_____

Slide Show Title_____

Frame ◯
File Name:_____

Sound:_____
Special Effect:_____
Notes: _____
_____

Frame ◯
File Name:_____

Sound:_____
Special Effect:_____
Notes: _____
_____

Frame ◯
File Name:_____

Sound:_____
Special Effect:_____
Notes: _____
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Frame ◯
File Name:_____

Sound:_____
Special Effect:_____
Notes: _____
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ISBN: 0-590-86185-9

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